

BEAUTY IN DIVERSITY

NUSATIC

HALL 7-10  
ICE BSD  
BSD CITY

TANGERANG  
BANTEN - INDONESIA

ORGANIZED BY



NUSAPET  
2025

JUNE  
20-22  
2025  
ICE BSD , BSD CITY ,  
TANGERANG, BANTEN, INDONESIA

+62 857-7627-8839

www.nusatic.id

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nusatic2025

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**NUSATIC**

**NUSAPET**  
2025

**NUSATIC**  
NUSANTARA  
AQUATIC

**'THE WORLD'S LARGEST  
AQUATIC EXHIBITION!'**



# NUSATIC 2025

“ REVEALING INDONESIA’S HIDDEN AQUATIC BEAUTY ”

*The name NUSATIC is a combination of two words: ‘Nusantara’ which refers to the entire Indonesian archipelago and ‘Aquatic’ which means related to water.*

*Nusatic is expected to become a meeting point for all local fish / aquatic plant industry players to expand to the international market.*

*Nusatic simultaneously facilitate all breeders, producers of goods and services related to fish/ aquatic plants and their derivative products to showcase their best in every event since 2016 to 2024.*



**NUSATIC**  
GOALS

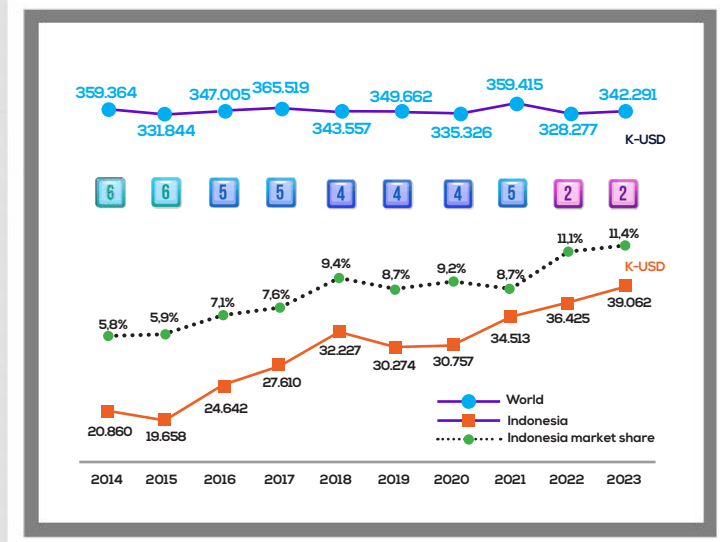


# THE WORLD'S NO.1 ORNAMENTAL FISH EXPORTER

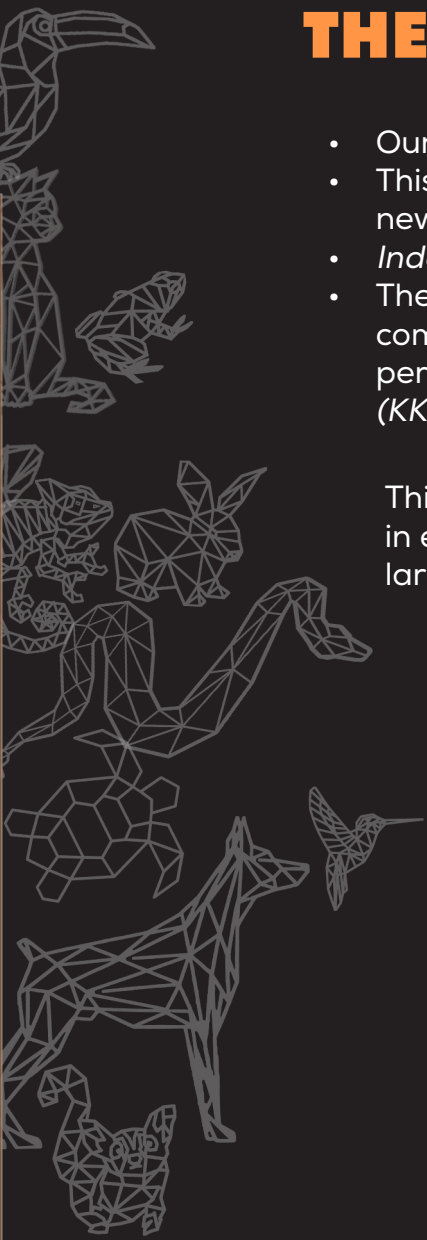
- Our main goal is to make Indonesia become *The World's no.1 Ornamental Fishes Exporter*.
- This ultimate goal will be achieved by promoting ornamental fishes and all derived products publicly to new entrants and investors.
- *Indonesia* is currently the second largest ornamental fish exporter in the world after *Japan*.
- The value of ornamental fish exports in *2023* reached *39.06 million US dollars* or grew by *7.2 percent* compared to *2022* which was recorded at *36.43 million US dollars*, with a market share of *11.1 percent*. Meanwhile, *Japan*, which is in the first position, has a market share of *13.9 percent* in *2023* (KKP 2023).

This graphic shows positive trend of Indonesia's ornamental fish export in last 10 years. This increase in export volume was followed by an increase in market share and Indonesia's ranking as the world's largest ornamental fish exporter (ITC 2023).

## ORNAMENTAL FISH EXPORT AMOUNT TREND IN LAST 10 YEARS



Indonesia's ornamental fish export trend in last 10 years (source: ITC 2023)



**The number of visitors, tenants, ornamental fishes that participating and their valuation (IDR) in the annual Nusatic event always increased significantly from year to year (2016-2024).**

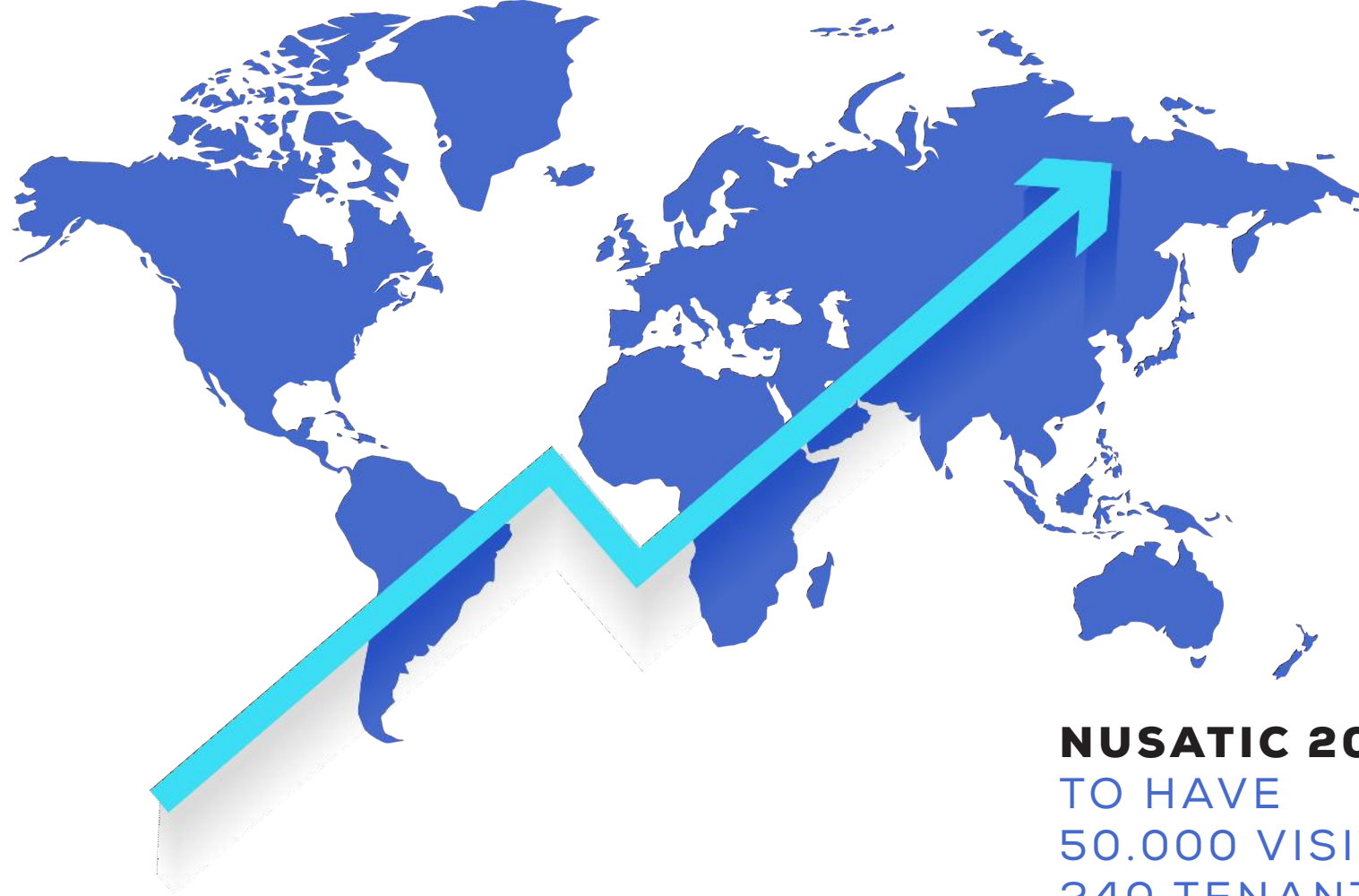
**This indicates a positive trend of public interest in the Nusatic event.**

# NUSATIC

2016-2024  
 & 2025 TARGETS



Value (IDR)    
 Tennant    
 Fish/Pet    
 Visitor



## **NUSATIC 2025 TARGET** TO HAVE 50.000 VISITORS, 240 TENANTS AND 20.000 FISH



50.000 VISITORS



240 TENANTS



20.000 FISH

**NUSATIC**  
TRILOGY

**NUSATIC 2025**

**REVEALING** Indonesia's Hidden Aquatic Beauty.

**NUSATIC 2026**

**EMBRACING** Prosperity Through Indonesia's Aquatic Treasures.

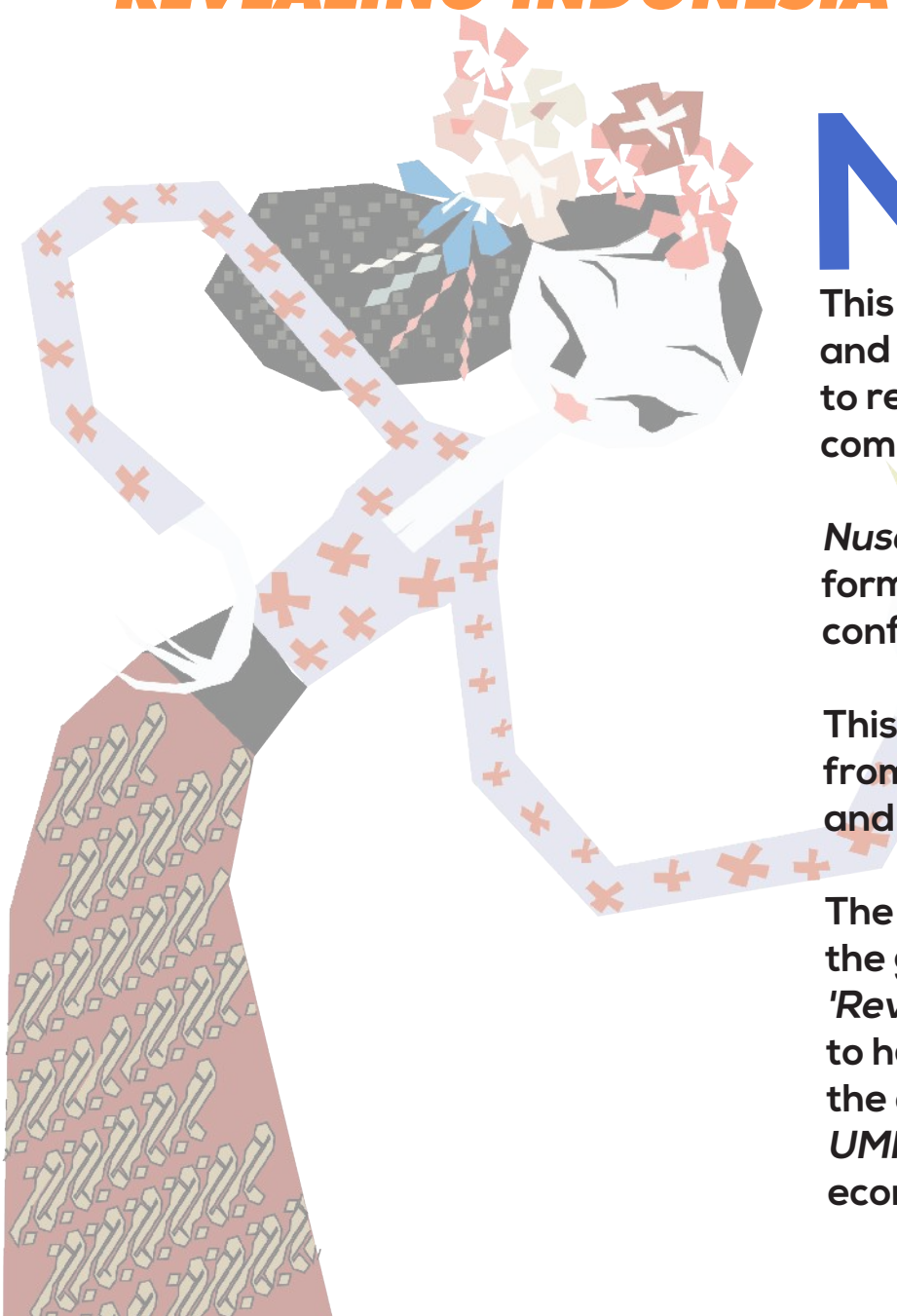
**NUSATIC 2027**

**EXPANDING** Markets for the Stunning Indonesia's Aquatic Commodities.



# NUSATIC 2025:

## REVEALING INDONESIA'S HIDDEN AQUATIC BEAUTY



**N**usatic 2025 'Revealing Indonesia's Hidden Aquatic Beauty' will be held on *June 20-22, 2024* at *Hall 7-10 ICE BSD Tangerang, Banten, Indonesia*.

This year theme is expected to inspire all Indonesian fish and ornamental plant industry players to work together to reveal the great potential of our ornamental fish commodities to penetrate the global market.

*Nusatic 2025* is here to represent its vision in the form of various activities such as exhibitions, seminars, conferences and contests with international scale.

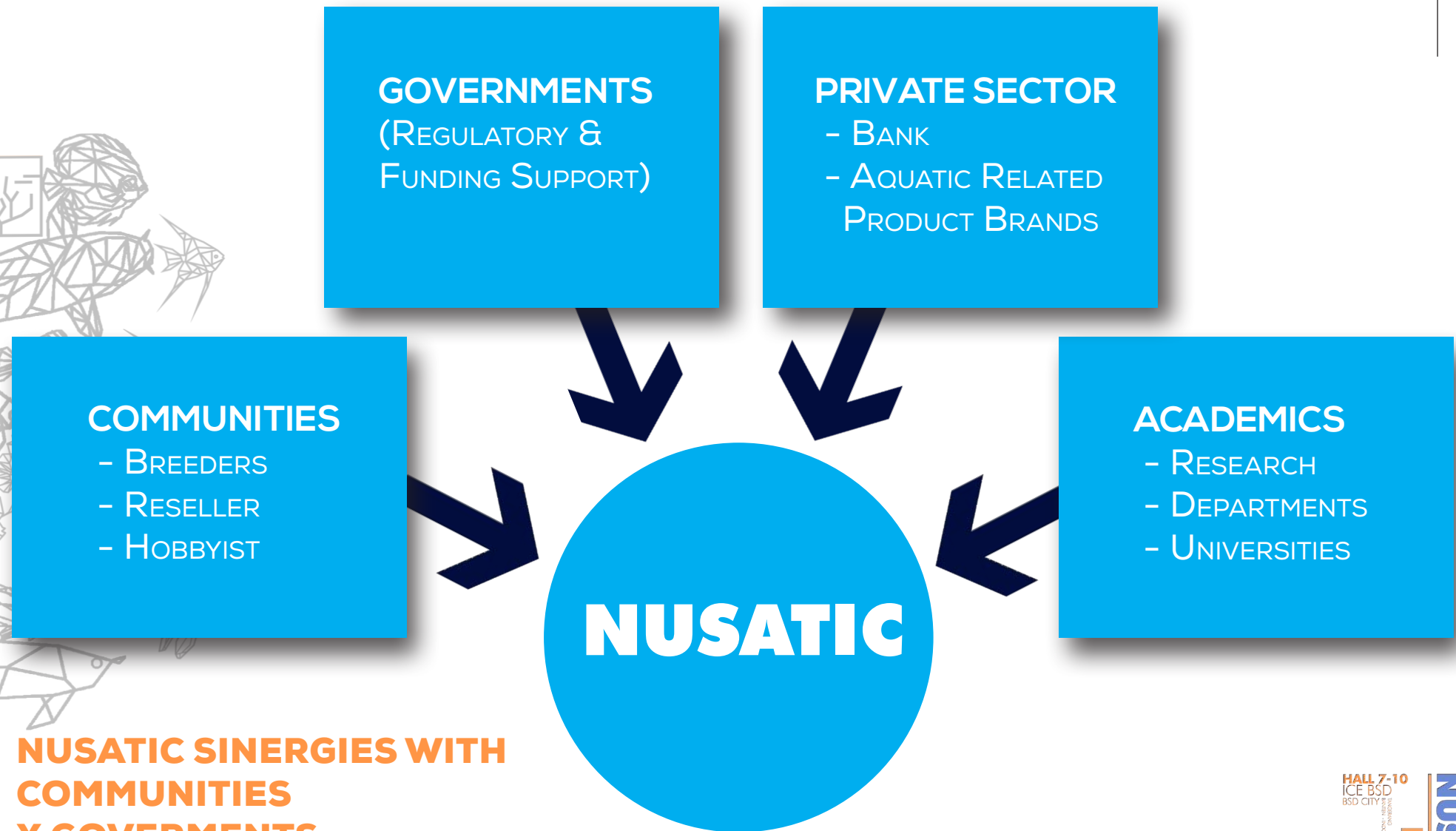
This event will only be well organized if it receives support from all relevant parties both from the government and the private sector.

The successful synergy between the private sector and the government through the organization of *Nusatic 2025* 'Revealing Indonesia's Hidden Aquatic Beauty' is expected to have a real impact on economic growth, especially the creative economy sector which encourages more *UMKMs* to grow amid the challenges of the global economic crisis.



**NUSATIC**  
SYNERGY





**NUSATIC SINERGIES WITH  
COMMUNITIES  
X GOVERNMENTS  
X ACADEMICS  
X PRIVATE SECTORS**

**NUSATIC**

**NUSAPET**  
2025



**NUSAPET**  
NUSANTARA PET SHOW

**NUSAPET**

AMAZING PET SHOW

***SINCE 2023, NUSATIC TOOK THE INITIATIVE TO COLLABORATE WITH PERKIN AS THE BIGGEST PET ASSOCIATION IN INDONESIA AND OTHER PET COMMUNITIES IN ORGANIZING NUSAPET 2025.***

***DRIVEN BY A COMMON PROBLEM IN THE HOBBY BUSINESS SECTOR, OFTEN UNDERESTIMATED DUE TO THE VOLUME OF BUSINESS THAT IS MINOR COMPARED TO THE FOOD SECTOR IN EACH DIVISION RESPONSIBLE FOR IT, THE PET HOBBY BUSINESS IS CONSIDERED TO HAVE SO MUCH ECONOMIC POTENTIAL THAT HAS NOT BEEN MAXIMIZED BY THE PLAYERS INSIDE.***

***ACCOMPANIED WITH THE GOVERNMENT'S ATTENTION AND SUPPORT, THE PET INDUSTRY CAN ACHIEVE THEIR GREATER POTENTIAL IN PROVIDING EXTENSIVE EMPLOYMENT THROUGH CREATIVE ECONOMIC ACTIVITIES THAT ARE BORN FROM MORE GROWING UMKMS.***

**T**he opportunity to create cross-selling between aquatic hobbies and other pets that can stimulate new markets is very potential and promising.

The organization of Nusatic X Nusapet 2025 is expected to present a new dynamic of the two pet-hobby components that are expected to support each other because they have a potential market that overlaps, namely pet-lovers.

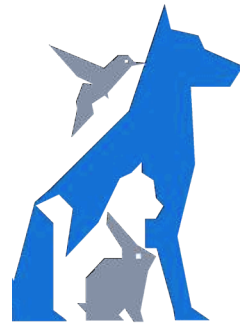


**JUNE  
20-22  
2025**  
ICE BSD, BSD CITY,  
TANGERANG, BANTEN, INDONESIA

**PERKIN ACTIVITY LIST :**

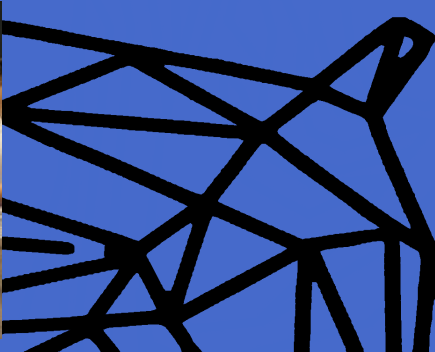
- **INTERNATIONAL ALL-BREED DOG SHOW**
- **A20 SHOW**
- **AGILITY SHOW**
- **GROOMING CONTEST**

**NUSAPET X  
PERKIN**  
COLLABORATION



**NUSAPET**  
NUSANTARA PET SHOW



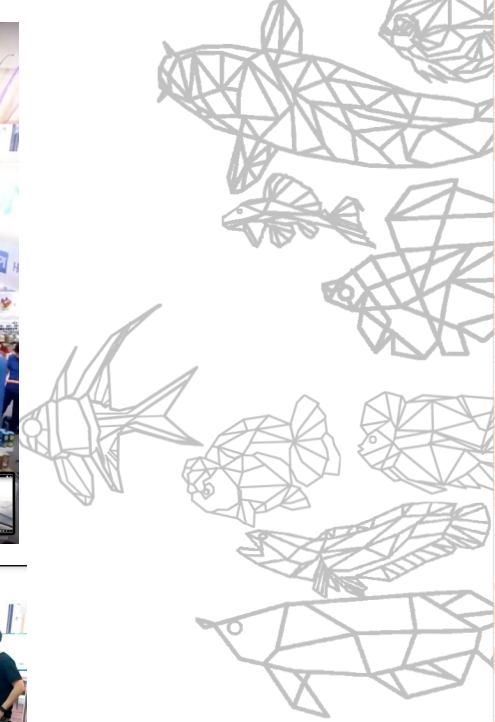


**HALL 7-10**  
ICE BSD  
BSD CITY



# ACTIVITY

## ARRANGEMENT





FRIDAY

JUNE  
2025 **20**  
09.00 - 22.00

Opening Ceremony  
Business Forum  
Seminar & Talkshow  
Judging  
Exhibition, Market and  
Auction  
Fish Entry

## **SEMINAR AND TALKSHOW**

Conference and CKIB

Listen to world experts talk about the industry, markets, challenges and opportunities

Various interesting topic presented interactively covering the best Ornamental fish.

SATURDAY

Judging  
Seminar & Talkshow  
Exhibition, Market and  
Auction  
Farm Visit  
Awards Ceremony  
Gala Dinner

JUNE  
2025 **21**  
09.00 - 22.00

## **ORNAMENTAL FISH & PET EXHIBITION**

Biggest in the world, attended by tens of thousands local and international visitors.

SUNDAY

JUNE  
2025 **22**  
09.00 - 22.00

Closing & Awards Ceremony  
(President Trophy)  
Exhibition, Market and  
Auction

## **COMPETE FOR THE TROPHY**

The President's Cup for ornamental fish as the final spectacular closing event.

**NUSATIC**  
COMMUNITIES





# NUSATIC COMMUNITIES

- ***NUSATIC's "motto from community by community for community" is implemented by providing major space to run competitions, exhibitions and other supporting activities.***
- ***NUSATIC always encouraged fish breeders to improve the quality of their fish and showcasing their well known commodities by regularly hosting international competition and exhibition.***
- ***This international competition and exhibition will attract people to keep various types of ornamental fish.***
- ***We also support local breeders to participate in this exhibition by giving them special 'farm/breeder' rate.***

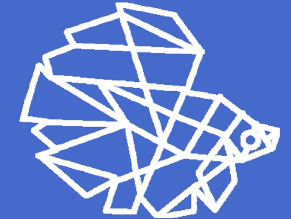
1 / NUSATIC AQUASCAPE



2 / NUSATIC AROWANA



3 / NUSATIC BETTA



4 / NUSATIC CHANNA

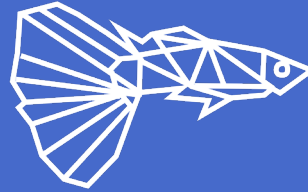


# NUSATIC INTERNATIONAL EXHIBITION AND CONTEST 2025

5 / NUSATIC CICHLID



9 / NUSATIC GUPPY



13 / NUSATIC PLECO



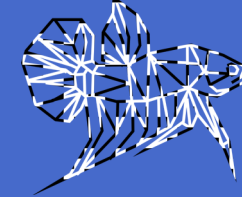
6 / NUSATIC DISCUS



10 / NUSATIC KOI FISH



14 / NUSATIC WILD BETTA



7 / NUSATIC FLOWERHORN



11 / NUSATIC MAANVIS



15 / NUSATIC XIPHOPHORUS & MOLLY



8 / NUSATIC GOLDFISH



12 / NUSATIC MARINE



16 / NUSATIC PET



HALL 7-10  
ICE BSD  
BOJLENG CITY

NUSATIC  
NUSAPET  
2025

NUSATIC  
2025  
ICE BSD, BSD CITY  
BOJLENG, BOJALENG CITY

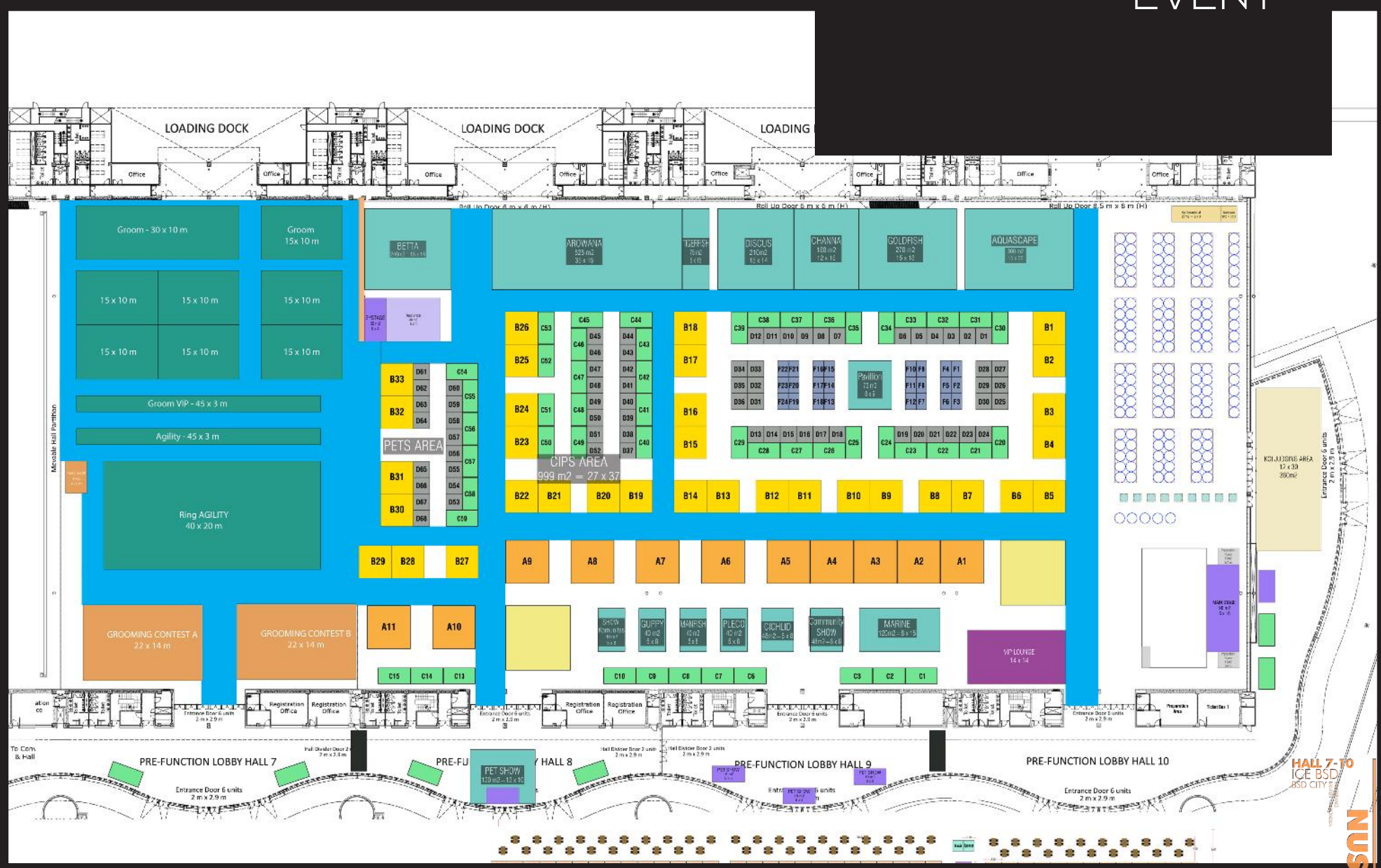
# PRICE LIST & LAYOUT

LOCATION	PRICE (IDR)	INFO
F = 2X3M	15.000.000	BOOTH R8 FOR FISH FARM ONLY
D = 3X3M	22.500.000	BOOTH R8
C = 6X3M	45.000.000	BOOTH R8 / CUSTOMIZE SPACE
B = 6X6M	90.000.000	CUSTOMIZE SPACE
A = 8X8M	160.000.000	CUSTOMIZE SPACE

### ADDITIONAL INFO

1. The cost of the stand is only valid during the duration of the exhibition.
2. Specification BOOTH R8 :
  - a) 1 unit table system
  - b) 2 folding chairs
  - c) 1 extension cord (2 outlets)
  - d) 1 standard lamp
  - e) Standard exterior fascia name and number

# LAYOUT EVENT



HALL 7-TO  
ICE BSD  
BSD CITY



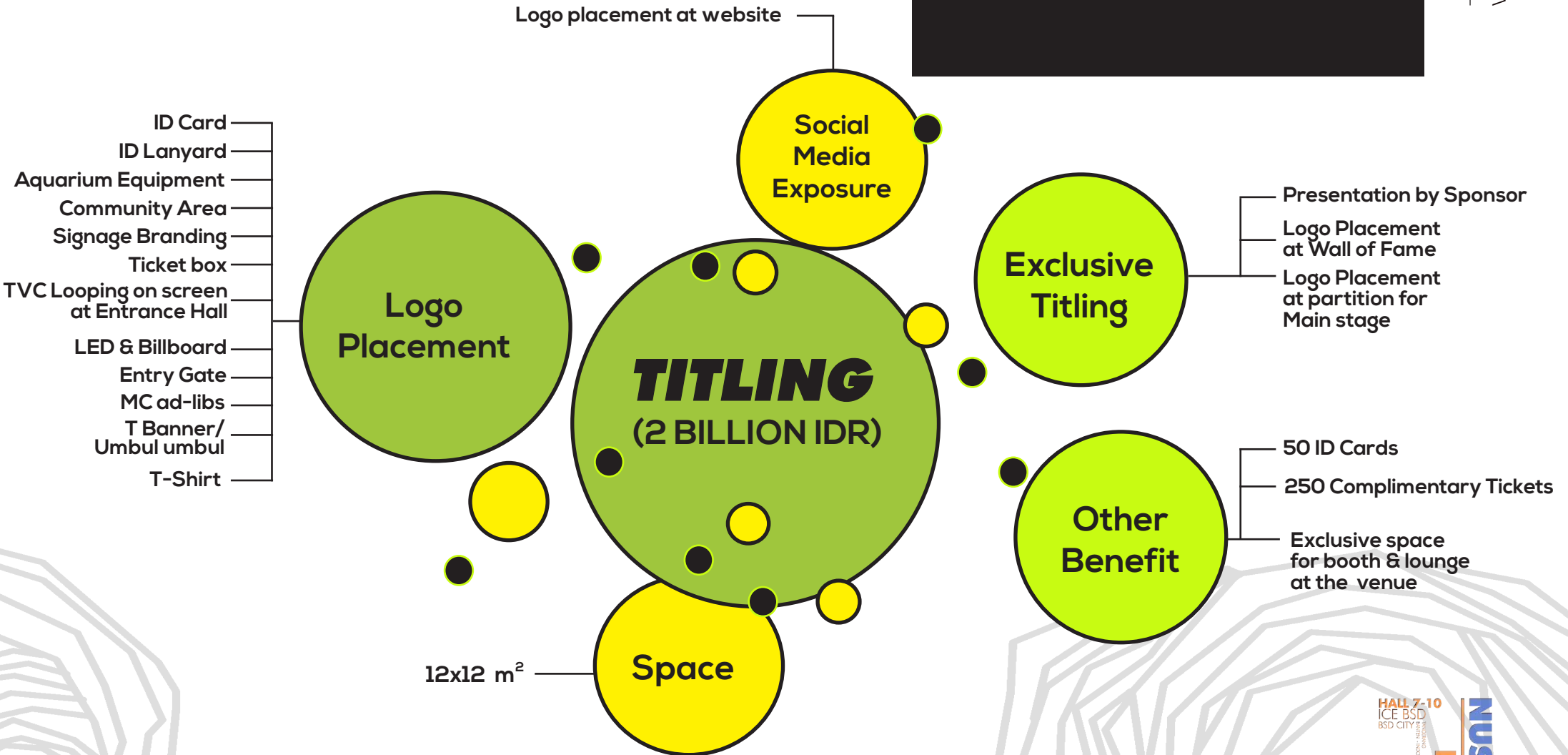
**NUSATIC**  
SPONSORSHIP  
BENEFITS





# SPONSORSHIP

## BENEFITS

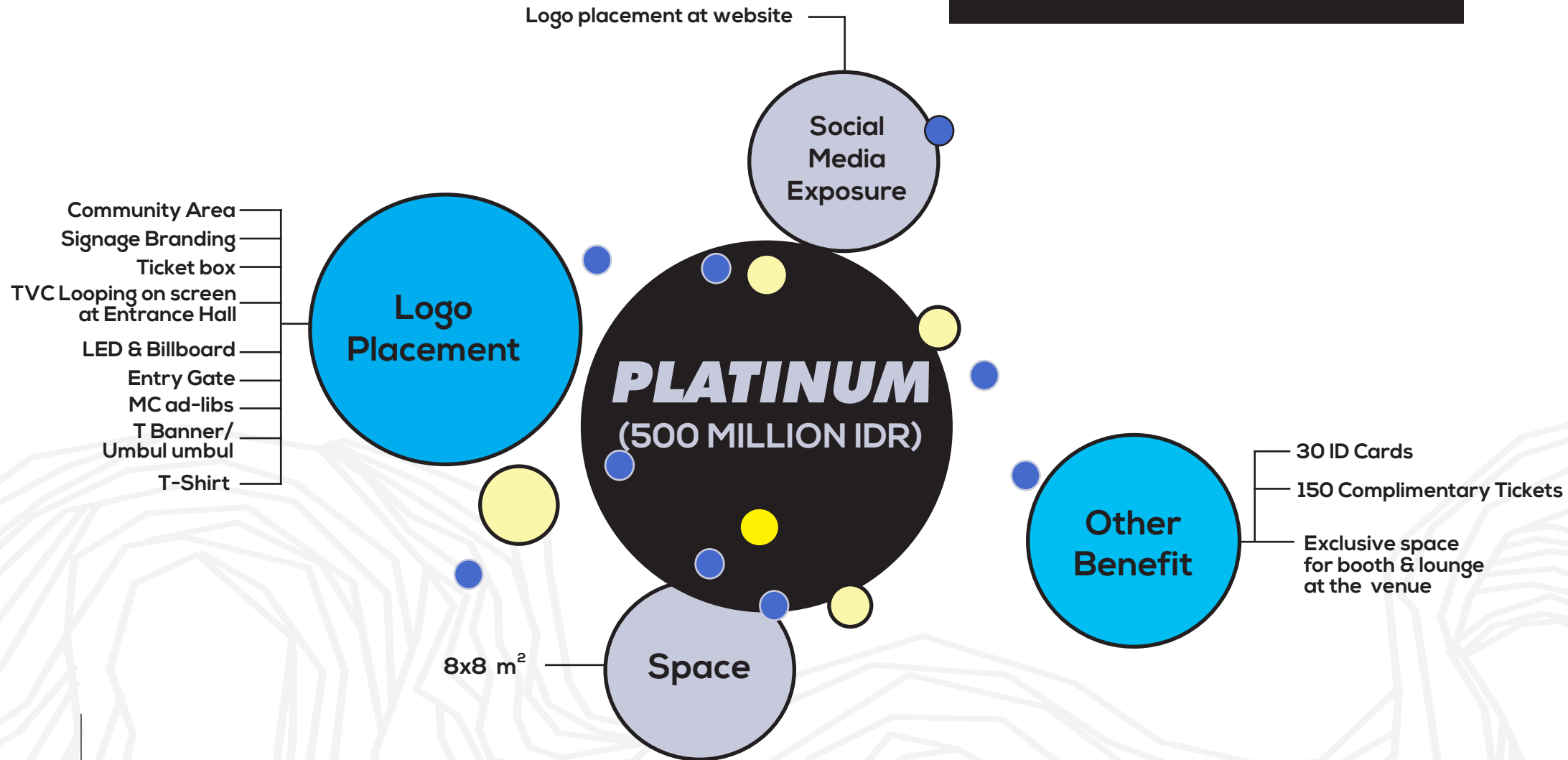


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2025  
NUSAPET

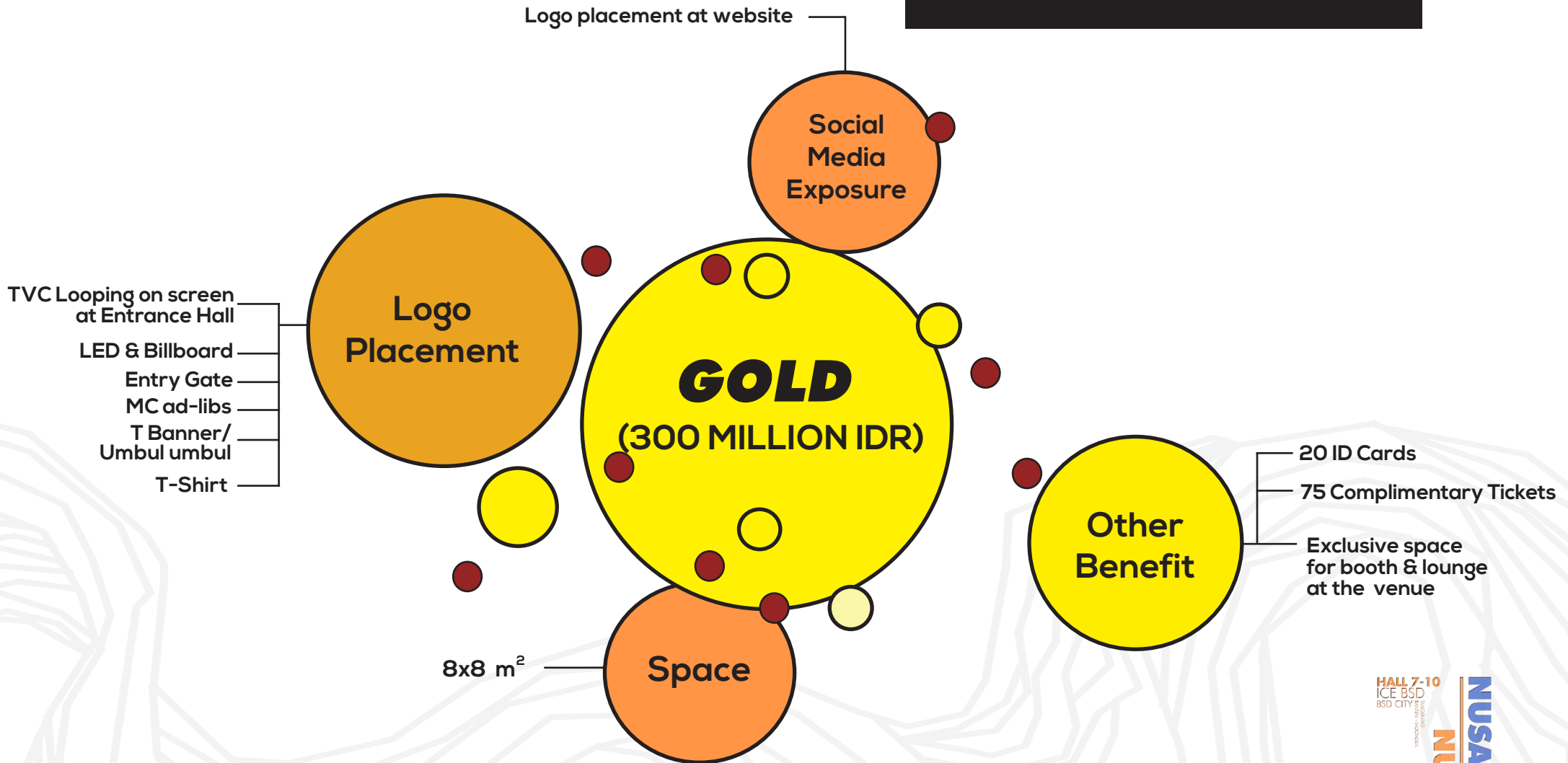
2025

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# SPONSORSHIP

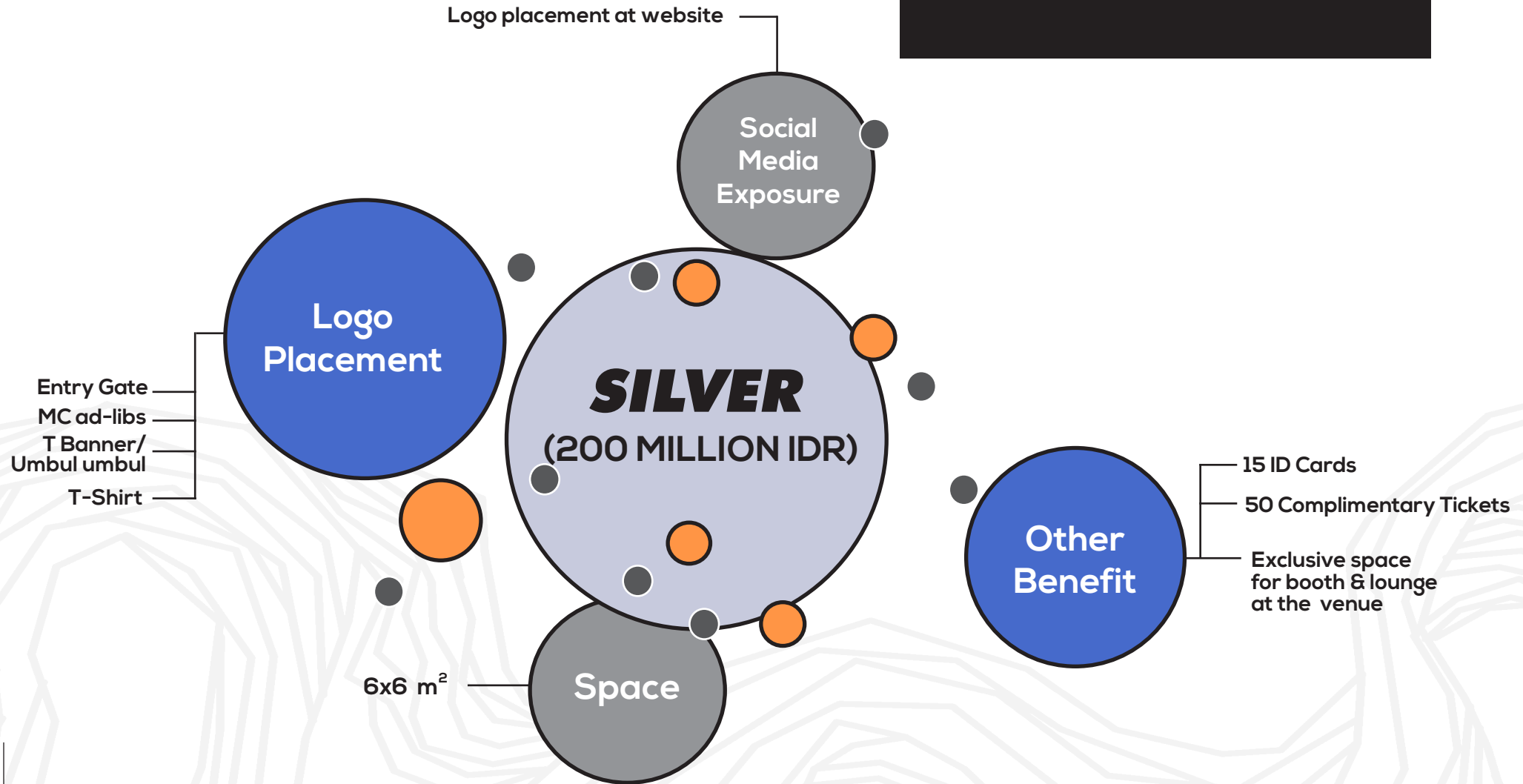
BENEFITS



HALL 7-10  
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BSD CITY

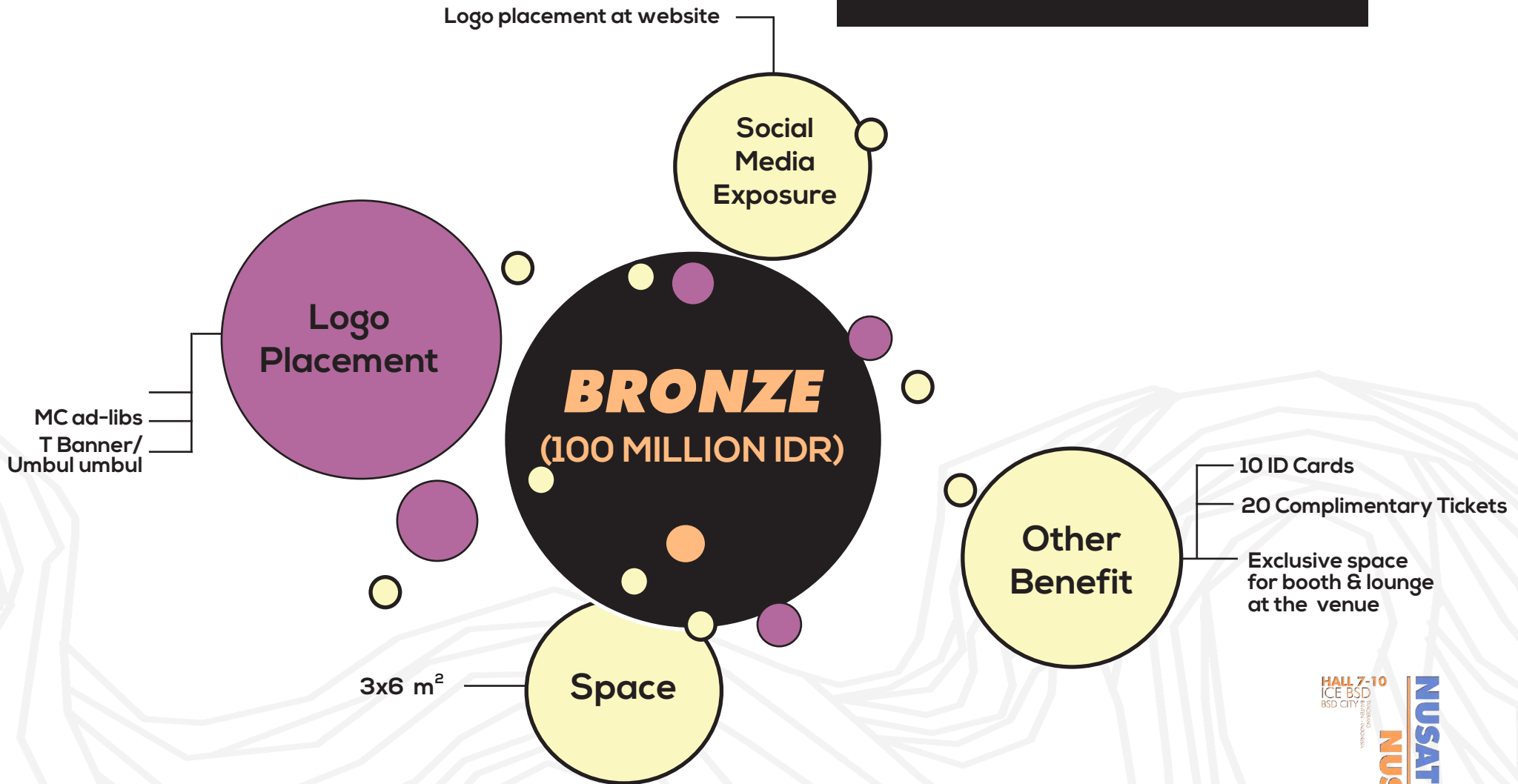
**NUSATIC**  
FOR  
**NUSAPET**  
2025

2025  
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# SPONSORSHIP

BENEFITS



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NUSATIC  
FOR  
NUSAPET  
2025

2025

ICE BSD, BSD CITY,  
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# HOSPITALITY

HOTELS NEAR  
**INDONESIA  
CONVENTION  
EXHIBITION  
(ICE BSD)**  
BSD CITY





## HOTEL SANTIKA PREMIERE ICE BSD CITY

Jl. BSD Grand Boulevard, Pagedangan, Kec.  
Pagedangan, Kabupaten Tangerang, Banten 15339  
Phone: (+6221) 80634899  
<https://www.mysantika.com/indonesia/tangerang/hotel-santika-premiere-ice-bsd-city>

## MERCURE TANGERANG BSD CITY

Address: Cbd 55, Jl. Edutown Kavling Lot Ii No.8,  
Pagedangan, Tangerang Regency, Banten 15339  
Phone : (+6221) 50898440  
<https://all.accor.com/hotel/A6P9/index.id.shtml>

## IBIS STYLES SERPONG BSD CITY

Address: Kavling Taman Kota Barat Lot No.II/9, BSD  
City, Kec. Cisauk, Kabupaten Tangerang, Banten 15345  
Phone : (+6221) 50977677  
<https://all.accor.com/hotel/B281/index.en.shtml>

## HOTEL SANTIKA BSD CITY - SERPONG

Address: Teraskota Entertainment Center, CBD Lot,  
Jl. Pahlawan Seribu VII B, Lengkong Gudang, Kec.  
Serpong, Kota Tangerang Selatan, Banten 15311  
Phone : (+6221) 22235999  
<https://www.mysantika.com/indonesia/tangerang-selatan/hotel-santika-bsd-city-serpong>

HALL 7-10  
ICE BSD  
CITY

NUSATIC  
2025

NUSATIC  
2025

2025

ICE BSD, BSD CITY,  
TANGERANG, BANTEN, INDONESIA

JUNE 21, 2025  
FEATURING FAMOUS ARTISTS IN  
INDONESIA

**GALA DINNER**  
NUSATIC





## NUSATIC NUSAPET 2024

# Exclusive FISH FARM VISIT

**JUNE 21, 2025**  
WHOLE DAY

**07.00 - 08.00 AM** Participants gather in front of Santika Premier ICE BSD

**08.00 - 08.45 AM** Bus departure to Arowana Farm

**08.45 - 09.30 AM** Visit Arowana Farm

**09.30 - 09.50 AM** Bus departure to Discus Farm

**09.50 - 10.30 AM** Visit Discus Farm

**10.30 - 11.00 AM** Bus departure to Marine Farm

**11.00 - 11.30 AM** Visit Marine Farm

**11.30 - 12.00 PM** Visit Freshwater Farm

**12.00 - 12.45 PM** Lunch

**12.45 - 01.30 PM** Bus departure to Koi Farm

**01.30 - 02.00 PM** Visit Koi Farm

**02.00 - 03.30 PM** Back to Santika Premier ICE BSD



> **ADMISSION FEE**  
US\$ 50 per person  
*Transportation to the farms and lunch box included.*



**ICE BSD**  
BSD CITY - TANGERANG BANTEN  
INDONESIA

SCAN ME TO REGISTER



RSVP :  
JOTY ATMADIAJA - +62 857-0821-2488  
WIWIE - +62 856-8350-8288

**LIMITED SEAT !!!**

EARLY RESERVATION IS HIGHLY RECOMMENDED

DEADLINE FOR REGISTRATION : **MAY 31, 2024**

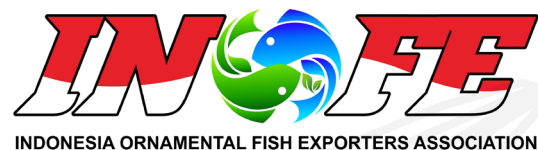
HALL 7-10  
ICE BSD  
BSD CITY

NUSATIC  
NUSAPET  
2025

2025  
ICE BSD, BSD CITY,  
TANGERANG, BANTEN, INDONESIA

**SUPPORT**  
OUR PARTNERS





HALL 7-10  
ICE BSD  
BSD CITY

**NUSATIC**  
2025  
**NUSAPET**  
2025

2025

ICE BSD, BSD CITY,  
TANGSERANG, BANTEN, INDO

# CONTACT

FOR MORE INFORMATIONS

**SUGIARTO BUDIONO**



**+62 813-5338-6740**

**HENDRA GUNADI**



**+62 811-846-075**

**DJOHAN TJIPTADI**



**+62 816-818-121**

**JOTY ATMADAJA**



**+62 857-0621-2496**

**WIWI TARMINI**



**+62 856-9350-8288**

**TEGUH MINARNO WIJAYA**



**+62 878-8110-0389**

**TRI PUJAYANTO**



**+62 857-7627-8839**

**ANTONY STEFIN**



**+62 858-1124-5928**



NUSATIC - PT AKUATIK FLONA NUSANTARA KREASI

Jl RE Martadinata 12 i - j Jakarta 14420  
Telp.(WA) 0857 7627 8839 - 0856 9350 8288  
e-Mail : admnusatic@gmail.com

BEAUTY IN DIVERSITY

THE WORLD'S LARGEST AQUATIC EXHIBITION

# NUSATIC

# NUSAPET 2025

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